



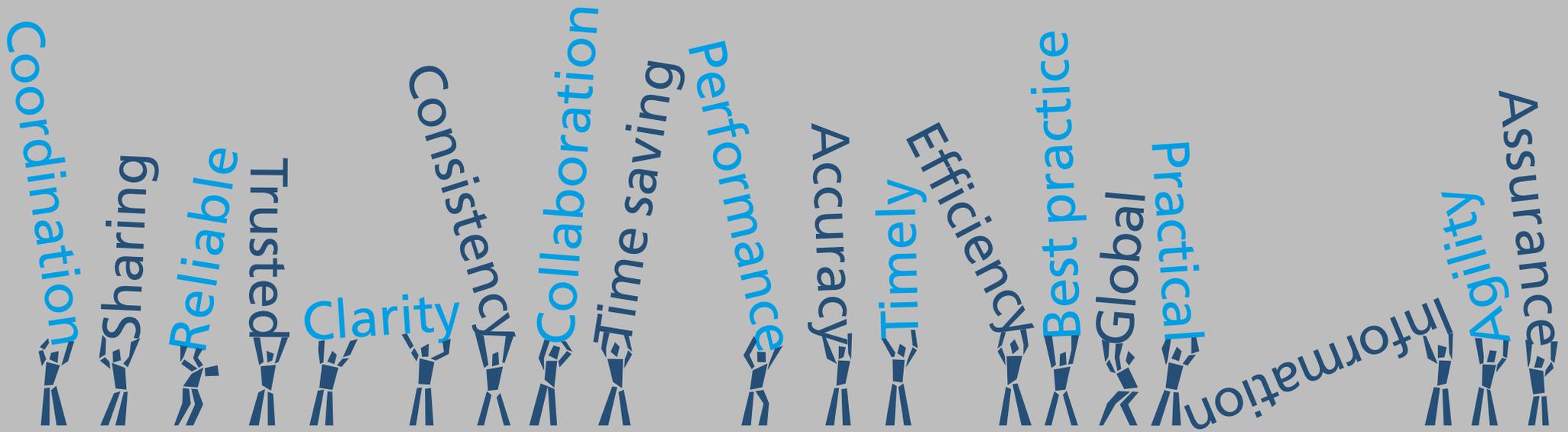
Specialist B2B Marketing Consultancy

BAE Systems: Changing document management behaviours

The Challenge:

BAE Systems, one of the world's leading defence and security companies, has a responsibility for effective document management across its diverse international workforce. Whether to recycle, shred, store or share are serious considerations for staff at all levels of the business, not just those in senior positions. But how could we inject passion into a serious but potentially dry subject matter?





Campaign:

The answer was Documan, a paper-based superhero in the origami mould! Documan and his contemporaries appeared throughout the organisation thanks to a series of templates and design assets we provided to internal project teams throughout the company. We gave each market poster ideas and design templates to follow, but allowing for unique localisation. We gave them visually impactful international screen-savers, animations, presentations and brochure templates. Documan appeared on walls, screens, desks and in meeting rooms. In fact, so successful was our campaign, it was awarded a prestigious Chairman's Award for changing and embedding behaviours.

Responsible Document Management

Managing Documents throughout their Lifecycle

New Document *Document in use* *Document to be archived as Record* *Document to be destroyed as Information*

The Document lifecycle
We work with many types of Documents at different stages of their lifecycle. All Documents need to be managed appropriately, regardless of their maturity.
For suggestions on how to improve your Document Management, visit: www.baesystems.com/responsibledocumentmanagement

Key benefits

- Lets you leverage our knowledge base and spreads it to the market
- Eliminates duplication, helping you find what you need, when you need it
- Helps you work smarter and more responsibly, with reduced cycle times

BAE SYSTEMS
HEL. PERFORMANCE. FOR. ACHIEVING.



If you think we can help your business please contact: hello@engage-marketing.co.uk

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